

# 醒吾科技大學

## 課程簡介 / COURSE DISCRIPTION

科目編碼 Course Code	科目名稱 (中文) Course Title (Chinese)	科目名稱 (英文) Course Title (English)	學分數 Credit(s)	上課時數 Hour(s)
	華語(一)	Chinese I	2	4
教學目標 Objective	中文概述	<ul style="list-style-type: none"> <li>➤ 以溝通式的教學，讓學生在對話的過程中，以潛移默化的方式讓學生不知不覺學會華語，進而了解華人文化，甚至跨文化的交流。</li> <li>➤ 本課程期許同學應具備:                             <ol style="list-style-type: none"> <li>1.具備華語溝通能力</li> <li>2.了解華人圈文化特色</li> <li>3.了解台灣文化特點</li> <li>4.具備跨文化構通與協調能力</li> </ol> </li> </ul>		
	English Description	Using communicative teaching skills, so that students are allowed to learn Chinese in an unpredictable way in the process of dialogue, and then understanding Chinese culture and even cross-cultural communication.  Students in this course should have: <ol style="list-style-type: none"> <li>1. Possessing Chinese communication skills</li> <li>2. Understanding the cultural characteristics of the Chinese circle</li> <li>3. Understanding Taiwan's cultural characteristics</li> <li>4. Possessing the ability to cross-cultural communication and coordination</li> </ol>		
課程大綱 Course Outline	中文大綱	第一課 歡迎你來臺灣！ 第二課 我的家人 第三課 週末做什麼？ 第四課 請問一共多少錢？ 第五課 牛肉麵真好吃 第六課 他們學校在山上 第七課 早上九點去 KTV 期中考 第八課 坐火車去臺南 第九課 放假去哪裡玩？ 第十課 臺灣的水果很好吃 第十一課 我要租房子 第十二課 你在臺灣學多久的中文？ 第十三課 生日快樂 第十四課 天氣這麼冷！ 第十五課 我很不舒服 期末考		

	English Outline	Lesson 1 Welcome to Taiwan! Lesson 2 My family Lesson 3 What to do on the weekend? Lesson 4 How much is the total amount? Lesson 5 Beef noodles are delicious. Lesson 6 Their school is on the mountain Lesson 7 Go to KTV at 9:00 in the morning. Midterm exam Lesson 8 Take the train to Tainan Lesson 9 Where do you go for a holiday? Lesson 10 Taiwan's fruit is delicious Lesson 11 I want to rent a house Lesson 12 How long do you study in Taiwan? Lesson 13 Happy Birthday Lesson 14 The weather is so cold! Lesson 15 I am very uncomfortable Final exam
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	飲料調製	Beverage modulation	2	2

	中文概述	<p>飲料的意義與定義、酒精性與非酒精性飲料、無咖啡因之飲料、乳製品、果汁、蘇打水、冰淇淋、礦泉水的認識、含咖啡因之飲料、咖啡的歷史、特性解說、分類、特調熱咖啡製作方法、特調冰咖啡製作方法、酒的類別、釀造酒、啤酒、葡萄酒系列、蒸餾酒、合成酒(香甜酒)、國產酒、雞尾酒的調製、雞尾酒之特性、調酒之用具與材料、常見之基酒、調酒的基本原則、雞尾酒的種類、雞尾酒的調製方法、潘治酒(Punch)、香檳酒、酒類的服務、酒單的認識、酒的服務與分類、酒與食物的搭配</p> <p>修習本課程後應能夠達到以下目標：</p> <ol style="list-style-type: none"> <li>1.熟悉非酒精飲料的類別與特性。</li> <li>2.了解飲料定義與種類。</li> <li>3.了解飲料店經營模式。</li> <li>4.飲務單設計與規劃。</li> </ol>
教學目標 Objective	English Description	<p>The meaning and definition of beverages, alcoholic and non-alcoholic beverages, caffeine-free beverages, dairy products, juices, sodas, ice cream, mineral water awareness, caffeinated beverages, coffee history, characterization, classification, Special hot coffee making method, special ice coffee making method, wine category, brewing wine, beer, wine series, distilled wine, synthetic wine (sweet wine), domestic wine, cocktail preparation, cocktail characteristics, bartending Tools and materials, common base wines, basic principles of cocktails, types of cocktails, recipes for cocktails, Punch, champagne, alcohol service, wine list awareness, wine service and classification, wine and Food mix</p> <p>After completing this course, you should be able to achieve the following goals:</p> <ol style="list-style-type: none"> <li>1. Familiar with the categories and characteristics of non-alcoholic beverages.</li> <li>2. Understand the definition and type of beverages.</li> <li>3. Understand the business model of the beverage store.</li> <li>4. Design and planning of drinking bills.</li> </ol>
課程大綱 Course Outline	中文大綱	<ol style="list-style-type: none"> <li>1 飲料的定義與分類</li> <li>2 飲料店經營模式</li> <li>3 茶的特性與分類</li> <li>4 茶飲沖泡方式</li> <li>5 創意茶飲研發教學[一]</li> <li>6 創意茶飲研發教學[二]</li> <li>7 創意茶飲研發教學[三]</li> <li>8 調味茶飲的製作</li> <li>9 期中考測驗</li> <li>10 咖啡種類與特性</li> <li>11 咖啡沖泡方式介紹</li> <li>12 義式咖啡機操作方式介紹</li> <li>13 義式咖啡機製作咖啡方式</li> <li>14 咖啡的飲用方式</li> </ol>

	<p>15 現成包裝飲品介紹</p> <p>16 果汁飲品介紹</p> <p>17 冰沙類飲品製作</p> <p>18 期末考</p>
<p>English Outline</p>	<p>1 Definition and classification of beverages</p> <p>2 beverage shop business model</p> <p>3 Characteristics and classification of tea</p> <p>4 tea brewing method</p> <p>5 Creative tea research and development teaching [1]</p> <p>6 Creative tea research and development teaching [2]</p> <p>7 Creative tea research and development teaching [3]</p> <p>8 Making of seasoned tea</p> <p>9 exams</p> <p>10 Coffee types and characteristics</p> <p>11 Introduction to coffee brewing method</p> <p>12 Introduction to the operation of the Italian coffee machine</p> <p>13 espresso machine for making coffee</p> <p>14 How to drink coffee</p> <p>15 ready-made packaging drinks</p> <p>16 Juice Drinks Introduction</p> <p>17 Smoothie drinks</p> <p>18 final exam</p>

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	餐旅英語(一)	Hospitality English (I)	2	2

教學目標 Objective	中文概述	<p>此課程期許在相互分享學習國外實際生活與觀光出遊經驗的同時，亦能提升學生英語聽(listening)與說(speaking)的口語會話能力。</p> <ol style="list-style-type: none"> <li>1.對於餐旅事業的概括介紹</li> <li>2.從服務提供者的觀點介紹餐旅業的基本概念</li> <li>3.從服務提供者的角度提供學生有關餐旅業的模擬情境</li> <li>4.餐旅服務技能及英語技能的模擬演練</li> </ol>
	English Description	<p>This course is expected to enhance the students' listening and speaking skills while listening to each other's experience of living and sightseeing abroad.</p> <ol style="list-style-type: none"> <li>1. A general introduction to the business of travel</li> <li>2. Introduce the basic concepts of the hospitality industry from the perspective of the service provider</li> <li>3. Provide students with simulation scenarios about the hospitality industry from the perspective of the service provider</li> <li>4. Simulation of meal service skills and English skills</li> </ol>

課程大綱 Course Outline	中文大綱	<ol style="list-style-type: none"> <li>1 Class Introduction</li> <li>2 Unit 1 Receiving and Attending the Guests</li> <li>3 Unit 2 At an Asian Restaurant</li> <li>4 Unit 3 Taking Beverage Orders</li> <li>5 Unit 4 Dealing with Situations and Bills</li> <li>6 Unit 5 Amenities</li> <li>7 Unit 6 Event Planning</li> <li>8 Role Play</li> <li>9 Midterm Exam</li> <li>10 Film Entertainment</li> <li>11 Unit 7 Handling Complaints and Emergencies</li> <li>12 Unit 8 Checking out</li> <li>13 Unit 9 Sightseeing</li> <li>14 Unit 10 Tourist Attractions in Taiwan</li> <li>15 Unit 11 At the Airport</li> <li>16 Unit 12 Public Transportation</li> <li>17 Role Play</li> <li>18 Final Exam</li> </ol>
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English  
Outline

- 1 Class Introduction
- 2 Unit 1 Receiving and Attending the Guests
- 3 Unit 2 At an Asian Restaurant
- 4 Unit 3 Taking Beverage Orders
- 5 Unit 4 Dealing with Situations and Bills
- 6 Unit 5 Amenities
- 7 Unit 6 Event Planning
- 8 Role Play
- 9 Midterm Exam
- 10 Film Entertainment
- 11 Unit 7 Handling Complaints and Emergencies
- 12 Unit 8 Checking out
- 13 Unit 9 Sightseeing
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	在地文化體驗	Local Cultural Experience	2	2

教學目標 Objective	中文概述	<p>本課程旨在透過實際的在地體驗，培養學生對本土文化的了解與關懷。同時藉由閱讀相關書籍、實際的操作與參觀的過程，培養學生懂得運用豐富的文化資源於相關的工作領域，以加強自身的競爭能力。主要分為「飲食文化」、「古蹟導覽」與「節慶文化」三個部分。分別從茶文化、廟口小吃、夜市文化、傳統建築、近代建築、端午節等不同的文化體驗，以增進學生對在地文化的體認。</p>
	English Description	<p>This course aims to develop students' understanding and care of local culture through practical local experience. At the same time, by reading the relevant book borrowing, actual operation and visiting process, students are trained to use rich cultural resources in relevant work areas to strengthen their competitiveness.</p> <p>It is mainly divided into three parts: "Food Culture", "Historical Guide" and "Festival Culture". Different cultural experiences, such as tea culture, temple snacks, night market culture, traditional architecture, modern architecture, and Dragon Boat Festival, to enhance students' understanding of local culture.</p>

課程大綱 Course Outline	中文大綱	<ol style="list-style-type: none"> <li>1 課程簡介</li> <li>2 飲食文化</li> <li>3 茶文化：概述</li> <li>4 茶具與泡茶</li> <li>5 坪林茶業博物館</li> <li>6 廟口小吃：1.概述；2.基隆廟口小吃文化</li> <li>7 臺北的夜市文化</li> <li>8 臺北的夜市文化</li> <li>9 期中評量：心得與分享</li> <li>10 古蹟導覽：古蹟入門</li> <li>11 傳統建築：概述</li> <li>12 萬華龍山寺</li> <li>13 近代建築：概述</li> <li>14 臺灣博物館</li> <li>15 節慶文化：概述</li> <li>16 端午節、中秋節、過年</li> <li>17 回顧與總結</li> <li>18 期末考</li> </ol>
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	English Outline	1 Course Introduction 2 Food culture 3 Tea Culture: An Overview 4 tea sets and tea 5 Pinglin Tea Industry Museum 6 Miaokou snacks: 1. Overview; 2. Keelung Miaokou snack culture 7 Taipei's night market culture 8 Taipei's night market culture 9 mid-term evaluation: experience and sharing 10 Heritage Guide: Introduction to Monuments 11 Traditional Architecture: An Overview 12 million Hualongshan Temple 13 Modern Architecture: An Overview 14 Taiwan Museum 15 Festival Culture: An Overview 16 Dragon Boat Festival, Mid-Autumn Festival, New Year 17 Review and summary 18 final exam
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	會展產業實務	MICE Industry Practice	2	2

教學目標 Objective	中文概述	<p>MICE 產業是今日全球新興國家的重點產業。 會展產業為服務業的火車頭產業， 可以帶動相關周邊產業的商機如 觀光， 旅遊， 飯店， 等， 一 因此觀光科系的同學因該深入了解會展產業的內涵與人才所需具備的技能， 本課程學生要學習: 規劃活動， 預算編列， 尋覓場地， 議程排定等。</p> <p>需具備”</p> <p>知識：培養學生對 MICE 產業的基本概念。</p> <p>技能：經由課程研讀， 個案研究等讓同學中的會議與展覽業務有初步的認識</p> <p>態度：培養學生對 MICE 產業興趣及激發學生創新的能力。</p>
	English Description	<p>The MICE industry is a key industry in emerging countries today. The exhibition industry is the locomotive industry of the service industry, which can drive business opportunities of related industries such as sightseeing, tourism, restaurants, etc. Therefore, the students of the tourism department should have a deep understanding of the connotation of the exhibition industry and the skills required by the talents. Students should learn: planning activities, budgeting, searching for venues, agenda scheduling, etc.</p> <p>Students need to have:</p> <p>1.Knowledge: Develop students' basic concepts of the MICE industry.</p> <p>2.Skills: A preliminary understanding of the conference and exhibition business among the students through course study, case studies, etc.</p> <p>3.Attitude: Develop students' interest in the MICE industry and their ability to inspire students to innovate.</p>

課程大綱 Course Outline	中文大綱	<ol style="list-style-type: none"> <li>1 課程介紹與分組</li> <li>2 國際會展產業緣起</li> <li>3 國際會展產業的定義</li> <li>4 國際會展產業的特徵</li> <li>5 國際會展產業構成要素</li> <li>6 國際會展產業基本運作與管理模式</li> <li>7 宣傳文宣與行銷策略</li> <li>8 會展產業與經濟發展</li> <li>9 期中考</li> <li>10 會展活動籌備與預算書撰寫</li> <li>11 會議危機處理</li> <li>12 獎勵旅遊定義與概論</li> <li>13 獎勵旅遊目的特性與發展</li> <li>14 獎勵旅遊規劃與管理</li> <li>15 校外參訪</li> <li>16 分組報告</li> <li>17 分組報告</li> <li>18 期末考</li> </ol>
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	English Outline	1 Course introduction and grouping 2 The origin of the international convention and exhibition industry 3 Definition of international exhibition industry 4 Characteristics of the international convention and exhibition industry 5 International Exhibition Industry Components 6 Basic operation and management mode of international exhibition industry 7 Promotional propaganda and marketing strategies 8 Exhibition Industry and Economic Development 9 exams 10 Convention preparation and budget writing 11 meeting crisis management 12 Award Tourism Definition and Introduction 13 Characteristics and development of incentive tourism purposes 14 incentive travel planning and management 15 off-campus visits 16 group report 17 group report 18 final exam
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	觀光餐旅導論	Introduction to Tourism and Hospitality	2	2

教學目標 Objective	中文概述	<p>本科目之目標在培養學生認識旅館業、餐飲業、旅行業休閒遊憩等餐旅相關產業之屬性、架構及基本運作，並透過餐旅相關錄影帶及多媒體教學之使用，協助學生了解餐旅業，並個案教學，以增廣見聞。</p> <p>1. 引導學生認識旅館業、餐飲業、旅行業、休閒產業等餐旅服務等相關產業之屬性、架構及基本運作。</p> <p>2. 提供符合餐旅相關職場所需之基本餐旅專業知能。</p> <p>3. 注重師生溝通與研討，強化學習效果。</p> <p>4. 理論與實務並重。</p>
	English Description	<p>The aim of this subject is to train students to understand the property, structure and basic operation of the hospitality industry, such as hotel industry, catering industry, travel industry leisure recreation, etc., and to help students understand the hospitality industry through the use of video tapes and multimedia teaching. And case teaching to augment the knowledge.</p> <p>1. Guide students to understand the attributes, structure and basic operations of related industries such as hotel industry, catering industry, travel industry, leisure industry and other food service services.</p> <p>2. Provide professional knowledge of basic meals that meet the needs of the travel-related workplace.</p> <p>3. Pay attention to communication and discussion between teachers and students, and strengthen the learning effect.</p> <p>4. Both theory and practice are equally important.</p>

課程大綱 Course Outline	中文大綱	<ol style="list-style-type: none"> <li>1 課程介紹</li> <li>2 簡介觀光產業發展</li> <li>3 生態觀光概論</li> <li>4 社會觀光</li> <li>5 觀光教育</li> <li>6 交通運輸,城市碼,航空碼</li> <li>7 交通運輸</li> <li>8 餐飲</li> <li>9 期中考試</li> <li>10 餐飲</li> <li>11 觀光產業 1</li> <li>12 觀光產業 2</li> <li>13 旅行業</li> <li>14 旅行業</li> <li>15 永續觀光的效益</li> <li>16 主題公園</li> <li>17 總複習</li> <li>18 期末考試</li> </ol>
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	English Outline	<ol style="list-style-type: none"><li>1 Course Introduction</li><li>2 Introduction to the development of tourism industry</li><li>3 Introduction to Ecotourism</li><li>4 Social sightseeing</li><li>5 Sightseeing education</li><li>6 Transportation, city code, flight code</li><li>7 Transportation</li><li>8 Catering</li><li>9 midterm exam</li><li>10 Catering</li><li>11 Tourism Industry 1</li><li>12 Tourism Industry 2</li><li>13 Travel industry</li><li>14 Travel industry</li><li>15 Benefits of sustainable tourism</li><li>16 theme park</li><li>17 review</li><li>18 final exam</li></ol>
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	體育(一)	Physical Education (I)	2	2

教學目標 Objective	中文概述	<p>1.宣導正確的運動觀念，讓學生了解運動對身體健康的益處。</p> <p>2.培養各項運動的基本體能，學習專項運動技能。</p> <p>3.透過體育教學，培養學生對運動的興趣，享受運動樂趣，養成規律運動習慣。</p> <p>4..藉由運動的參與，培養團隊合作精神，建立良好的人際關係。</p>
	English Description	<p>1. Advocate the correct concept of exercise and let students understand the benefits of exercise for physical health.</p> <p>2. Cultivate the basic physical fitness of each sport and learn special sports skills.</p> <p>3. Through physical education, develop students' interest in sports, enjoy sports fun, and develop regular exercise habits.</p> <p>4. Through the participation of sports, cultivate team spirit and establish good interpersonal relationships.</p>

課程大綱 Course Outline	中文大綱	<ol style="list-style-type: none"> <li>1 準備週 課程介紹 排球發球基本動作</li> <li>2 排球 發球練習</li> <li>3 排球 發球練習</li> <li>4 排球 發球練習</li> <li>5 排球 發球測驗</li> <li>6 田徑 校園路跑規定介紹</li> <li>7 田徑 耐力訓練</li> <li>8 田徑 耐力訓練</li> <li>9 田徑 呼吸與配速調整</li> <li>10 田徑 呼吸與配速調整</li> <li>11 校園路跑測驗</li> <li>12 籃球 基本動作練習 (運球、傳球、投籃等)</li> <li>13 籃球 進階動作練習 (運球上籃練習)</li> <li>14 籃球 運球上籃練習</li> <li>15 籃球 運球上籃練習</li> <li>16 籃球 運球上籃練習</li> <li>17 籃球 運球上籃練習 測驗</li> <li>18 補考</li> </ol>
	English Outline	<ol style="list-style-type: none"> <li>1 Preparation Week Course Introduction Basic Action of Volleyball Serve</li> <li>2 volleyball serve</li> <li>3 volleyball serve</li> <li>4 volleyball serve</li> <li>5 volleyball serve test</li> <li>6 Athletics Campus Road Run Regulations Introduction</li> <li>7 Athletics Endurance Training</li> <li>8 Athletics Endurance Training</li> </ol>

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|  | <ul style="list-style-type: none"><li>9 Athletics Breathing and pace adjustment</li><li>10 Athletics Breathing and pace adjustment</li><li>11 Campus Road Test</li><li>12 Basketball Basic exercise exercises (dribbling, passing, shooting, etc.)</li><li>13 Basketball Advanced Action Exercise (Dumping Practice)</li><li>14 basketball dribbling layup practice</li><li>15 basketball dribbling layup practice</li><li>16 basketball dribbling layup practice</li><li>17 basketball dribbling layup test</li><li>18 retakes</li></ul> |
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## 課程簡介 / COURSE DESCRIPTION

科目編碼 Course Code	科目名稱 (中文) Course Title (Chinese)	科目名稱 (英文) Course Title (English)	學分數 Credit(s)	上課時數 Hour(s)
	體育(二)	Physical Education (II)	2	2

教學目標 Objective	中文概述	1.了解籃球全場進攻投籃的要領。有效運用投籃之技能及3定點投籃。 2.羽球發長遠球之發球技能學習羽球發長遠球對打及單打比賽 3.排球發球教學及測驗。
	English Description	1. Understand the essentials of basketball's offensive shooting. Effective use of shooting skills and 3 fixed-point shots. 2. Badminton long-distance ball serve skills Badminton long-term ball play and singles match 3. Volleyball serve and test.

課程大綱 Course Outline	中文大綱	1.準備週:本學期課程說明,上課細則規定,出缺席考核規定羽球教學:發球介紹,長遠球打法教學 2 羽球教學:擊直線高遠球動作及步法練習 3 羽球:單打比賽 4 羽球:單打比賽 5 羽球:單打比賽 6 羽球:單打比賽 7 籃球:投籃注意事項及方法 8 籃球:練習三定點投籃 9 籃球:練習三定點投籃 10 籃球測驗:三定點投籃 11 籃球測驗:三定點投籃 12 籃球測驗:三定點投籃 13 排教教學:低手發球 14 排教教學:肩上發球 15 排球測驗:低手發球 16 排球測驗:低手發球 17 排球測驗:低手發球 18 補考技能
	English Outline	1 Preparation Week: This semester course description, the rules of the class stipulates that the absentee assessment requirements badminton teaching: serve introduction, long-term ball play teaching 2 Badminton Teaching: Strike straight high ball and footwork 3 Badminton: Singles match 4 Badminton: Singles match 5 Badminton: Singles match 6 Badminton: Singles match 7 Basketball: Shooting Precautions and Methods 8 Basketball: Practice three fixed-point shots 9 Basketball: Practice three fixed-point shots 10 Basketball Quiz: Three Fixed Shoots

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|  |  | 11 Basketball Quiz: Three Fixed Shoots         |
|  |  | 12 Basketball Quiz: Three Fixed Shoots         |
|  |  | 13 Recruitment Teaching: Low Hand Serve        |
|  |  | 14 Rehearsal teaching: serving on the shoulder |
|  |  | 15 Volleyball Quiz: Low Hand Serve             |
|  |  | 16 volleyball test: low hand serve             |
|  |  | 17 Volleyball Quiz: Low Hand Serve             |
|  |  | 18 retake skills                               |



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	國際禮儀	International Etiquette	2	2

教學目標 Objective	中文概述	<p>期許學生能將課堂中所習得的禮儀內化為習慣,並確切的落實於日常的待人接物與應對進退之上,展現其合乎禮儀的舉止行為,更能應用在日後從事之觀光服務業中.</p> <p>本課程內容包括： 1. 禮儀的重要性 2.個人的禮儀。 3.食的禮儀。 4.衣的禮儀。 5.住的禮儀。 6.行的禮儀。 7.育的禮儀。 8.樂的禮儀。 9.辦公室的禮儀及其它應注意的國際禮宜. 期望能豐富同學國際禮儀常識，不論在任何場合中均能依照共同的禮節，儀式和規範行事，使每一個人表現出該有禮儀及應對進退。</p>
	English Description	<p>It is expected that students can internalize the etiquette learned in the classroom into a habit, and implement it in the daily routine of dealing with people and responding to advance and retreat, showing their ceremonial behaviors, and can be applied to the tourism service industry that will be engaged in the future.</p> <p>The course content includes: 1. The importance of etiquette 2. Personal etiquette. 3. Etiquette of food. 4. Etiquette of the clothes. 5. Live the etiquette. 6. Line etiquette. 7. Etiquette of education. 8. Musical etiquette. 9. Etiquette of the office and other international rituals that should be noted. It is expected to enrich the international etiquette of the students. In any occasion, they can act in accordance with the common etiquette, ceremonies and norms, so that everyone can show the etiquette and respond to advance and retreat.</p>

課程大綱 Course Outline	中文大綱	<ol style="list-style-type: none"> <li>1 課程簡介與上課要求</li> <li>2 禮儀的意義及重要性</li> <li>3 個人的禮儀(一)</li> <li>4 個人的禮儀(二)</li> <li>5 示範演練(分組)</li> <li>6 食的禮儀(一)</li> <li>7 食的禮儀(二)</li> <li>8 總複習</li> <li>9 期中考</li> <li>10 檢討期中考試&amp; 食的禮儀(三)</li> <li>11 衣的禮儀</li> <li>12 衣的禮儀</li> <li>13 住的禮儀</li> <li>14 行的禮儀</li> <li>15 育樂的禮儀</li> <li>16 分組報告</li> <li>17 分組報告</li> <li>18 期末考試</li> </ol>
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	English Outline	<ol style="list-style-type: none"><li>1 Course introduction and class requirements</li><li>2 The meaning and importance of etiquette</li><li>3 personal etiquette (1)</li><li>4 personal etiquette (2)</li><li>5 demonstration exercises (grouping)</li><li>6 food etiquette (1)</li><li>7 Food etiquette (2)</li><li>8 total review</li><li>9 exams</li><li>10 Review of the mid-term exam &amp; food etiquette (3)</li><li>11 clothing etiquette</li><li>12 clothing etiquette</li><li>13 Living etiquette</li><li>14 lines of etiquette</li><li>15 Etiquette etiquette</li><li>16 group report</li><li>17 group report</li><li>18 final exam</li></ol>
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	餐旅服務技能訓練	Hospitality Service Skill Practice	2	2
教學目標 Objective	中文概述	一、認識餐旅服務及形式 二、認識及演練餐旅服務之基本技能 三、培養正確的餐旅服務態度和觀念 四、了解如何建立餐旅服務模式 五、瞭解餐服精神及管理面的理論知識 六、熟練餐服及房務技巧 七、具備獨立操作基本餐飲服務及房務的能力		
	English Description	1. recognize the service and form of the meal 2. recognize and practice the basic skills of food service 3. cultivate correct attitudes and concepts of hospitality services 4. understand how to establish a meal service model 5. Understand the theoretical knowledge of the spirit of food service and management 6. skilled food service and housekeeping skills 7. Ability to independently operate basic catering services and housekeeping		
課程大綱 Course Outline	中文大綱	1 課程內容和授課方式介紹 2 何謂餐旅服務及餐旅服務含括項目 3 西餐服務流程介紹 4 中餐服務流程介紹 5 餐廳設備及餐具認識 6 托盤及叉匙使用練習 7 桌裙鋪設講解及練習 8 餐桌禮儀 9 期中考 10 中式及西式餐桌擺設講解及練習 11 房務的特質及人員應有的態度 12 旅館房務操作及技巧 13 房間織品選擇及鋪床技能 14 旅館房務及客務實務分享 15 衛浴間設備及清潔技巧 16 美姿美儀專業課程及示範 17 分組練習及互評 18 期末考		

	English Outline	<ol style="list-style-type: none"><li>1 Course content and teaching methods</li><li>2 What is a meal service and a meal service including projects</li><li>3 Western food service process introduction</li><li>4 Introduction to Chinese Service Process</li><li>5 Restaurant equipment and tableware</li><li>6 tray and fork spoon practice</li><li>7 table skirt laying explanation and practice</li><li>8 table manners</li><li>9 exams</li><li>10 Chinese and Western table setting explanations and exercises</li><li>11 The characteristics of housekeeping and the attitude of personnel</li><li>12 Hotel housekeeping operations and skills</li><li>13 room fabric selection and bed making skills</li><li>14 Hotel housekeeping and customer service sharing</li><li>15 bathroom equipment and cleaning tips</li><li>16 Beauty Beauty Courses and Demonstration</li><li>17 Group exercises and mutual evaluation</li><li>18 final exam</li></ol>
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	導覽解說技巧	Tourism Interpretation Skill	2	2

教學目標 Objective	中文概述	我國舉凡國家公園、風景特定區、博物館、動植物園等政府單位，或民間博物館、觀光工廠，甚至是一些社區營造協會、保育協會、鳥會等非政府組織都有類似的解說員、解說義工或服務導遊人員，領隊導遊考試亦將解說視為考試內容之一，顯示解說人員的需求甚高。透過課堂講授與練習，培養學生所應具備之解說導覽的理論知識，包含解說的資源、解說對象與遊客心理、解說場所與時機、解說媒體分類、解說資料的蒐集、人員解說、解說員的分類、解說員應具備的特質、解說原則與技巧、特殊團體及對象之處理、解說導覽規劃程介紹等，並利用實務課程使學生可以學習解說導覽的技巧且實地運用。
	English Description	Government agencies such as the Principality of Nations, scenic areas, museums, zoos and botanical gardens, or folk museums, sightseeing factories, and even some non-governmental organizations such as community building associations, conservation associations, and bird associations have similar commentators, volunteers, or services. The tour guide, the tour guide tour test will also be regarded as one of the test content, showing that the demand for commentators is very high. Through the classroom teaching and practice, the students should have the theoretical knowledge of the explanation and guidance, including the resources of explanation, the object of explanation and the psychology of the visitors, the location and timing of the explanation, the media classification, the collection of the explanation materials, the personnel explanation, and the commentator. Classification, narrators should have the characteristics, explanation principles and techniques, special group and object processing, explanation guide program introduction, etc., and use practical courses to enable students to learn the skills of interpretation and use in the field.

課程大綱 Course Outline	中文大綱	<ol style="list-style-type: none"> <li>1 課程簡介</li> <li>2 解說導覽概要</li> <li>3 解說導覽媒介</li> <li>4 解說導覽原則與方法</li> <li>5 解說導覽設施與器材</li> <li>6 非人員解說導覽媒體設計</li> <li>7 教學參訪</li> <li>8 期中測驗</li> <li>9 解說規劃與活動方案</li> <li>10 室內與戶外解說導覽</li> <li>11 解說導覽員：溝通</li> <li>12 特殊團體解說</li> <li>13 解說導覽企劃書撰寫</li> <li>14 解說導覽企劃書撰寫</li> <li>15 解說導覽實作：實務操作 一</li> <li>16 解說導覽實作：實務操作 二</li> <li>17 解說導覽實作：實務操作 三</li> <li>18 期末測驗</li> </ol>
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	English Outline	<ol style="list-style-type: none"><li>1 Course Introduction</li><li>2 Interpretation guide summary</li><li>3 Interpretation of the navigation medium</li><li>4 Interpretation guidelines and methods</li><li>5 Interpretation of navigation facilities and equipment</li><li>6 Non-personnel commentary guide media design</li><li>7 Teaching visits</li><li>8 midterm test</li><li>9 Interpretation planning and activity plan</li><li>10 indoor and outdoor commentary tour</li><li>11 Interpreter: Communication</li><li>12 Special group commentary</li><li>13 Interpretation Guided Plan Writing</li><li>14 Interpretation Guided Plan Writing</li><li>15 Interpretation and navigation practice: Practice 1</li><li>16 Interpretation Guide: Practice 2</li><li>17 Interpretation Guides Practice 3</li><li>18 final exam</li></ol>
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	餐旅資訊系統	Hospitality Information System	2	2

教學目標 Objective	中文概述	<p>本課程主要讓學生了解資訊系統對餐旅產業之重要性，並且讓學生實際操作德安系統，先從簡單的操作登錄至運用該系統每一項功能，進而讓同學對餐旅業界使用的資訊系統能有深入的認識。內容如下:</p> <ol style="list-style-type: none"> <li>1.餐旅資訊系統概論</li> <li>2.前檯作業系統說明及設定</li> <li>3.客戶資料管理</li> <li>4.訂房系統及操作</li> <li>5.客戶入住及留言作業</li> <li>6.客房管理操作</li> <li>7.團務管理</li> <li>8.訂位管理</li> <li>9.POS 系統操作</li> </ol>
	English Description	<p>This course is designed to give students an idea of the importance of the information system to the hospitality industry, and to allow students to actually operate the Dean system, from simple operation to the use of each function of the system, so that students can use the information for the travel industry. The system can have an in-depth understanding. The content is as follows:</p> <ol style="list-style-type: none"> <li>1. Introduction to the Travel Information System</li> <li>2. Front-end operating system description and settings</li> <li>3. Customer data management</li> <li>4. Reservation system and operation</li> <li>5. Customer check-in and message homework</li> <li>6. Room management operation</li> <li>7. Group management</li> <li>8. Booking management</li> <li>9. POS system operation</li> </ol>

課程大綱 Course Outline	中文大綱	<ol style="list-style-type: none"> <li>1 餐旅資訊系統概要</li> <li>2 旅館管理系統介面說明</li> <li>3 訂房作業系統(一)</li> <li>4 國慶日休假</li> <li>5 訂房作業系統(二)</li> <li>6 訂房作業系統(三)</li> <li>7 排房作業</li> <li>8 旅客入住及留言作業</li> <li>9 期中考</li> <li>10 住客資料維護及業務資料維護</li> <li>11 房務管理及團體帳務管理</li> <li>12 旅客結帳作業</li> <li>13 點餐銷售系統及訂位管理</li> </ol>
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		<p>14 訂席單管理</p> <p>15 銷售點管理平面圖說明</p> <p>16 銷售點管理開桌點菜作業</p> <p>17 銷售點管理結帳作業</p> <p>18 期末考</p>
	<p>English Outline</p>	<p>Travel Information System Overview</p> <p>2 Hotel management system interface description</p> <p>3 booking operation system (1)</p> <p>4 National Day holiday</p> <p>5 booking operation system (2)</p> <p>6 reservation operating system (3)</p> <p>7 row homework</p> <p>8 passenger check-in and message homework</p> <p>9 exams</p> <p>10 Guest information maintenance and business data maintenance</p> <p>11 Housekeeping Management and Group Accounting Management</p> <p>12 passenger checkout operations</p> <p>13 order meal sales system and reservation management</p> <p>14 Booking Management</p> <p>15 Point of Sale Management Plan Description</p> <p>16 point of sale management open table a la carte</p> <p>17 point-of-sale management checkout operations</p> <p>18 final exam</p>



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	客訴與危機處理	Customer Complaints and Crisis Management	1	1

教學目標 Objective	中文概述	<p>「客訴」是第一線服務人員最害怕處理的事件，顧客抱怨通常事出必有因，顧客會抱怨的最根本原因就是企業所提供的產品或服務，和他原先的期望不同，而且是低於他的期望值。也就是說，當我們所能提供或已經提供的產品或服務，和顧客所期待的有明顯的落差時，顧客最可能來抱怨。本課程針對以上的問題，教導同學面對顧客客訴時，應該要有的態度及反應。本課程介紹觀光餐旅業危機的處理原則和機制、常見危機來源，客訴處理等相關內容。</p>
	English Description	<p>"Customer complaints" are the most feared incidents of first-line service personnel. Customer complaints usually have a cause. The most fundamental reason customers complain is that the products or services provided by the company are different from their original expectations. Below his expectations. In other words, customers are most likely to complain when there is a significant gap between what we can offer or have already provided, and what customers expect. This course addresses the above questions and teaches students the attitudes and reactions they should have in the face of customer complaints. This course introduces the principles and mechanisms for dealing with the crisis of the tourism and travel industry, the sources of common crises, and the handling of customer complaints.</p>

課程大綱 Course Outline	中文大綱	<p>前言：課程簡介</p> <p>第 1 章 設備不當與操作錯誤的混淆</p> <p>第 2 章 員工失誤與部門主管失職</p> <p>第 3 章 不顧“萬一”的設施與無做為的危機處理</p> <p>第 4 章 設施規劃不當與父母失職</p> <p>第 5 章 設計錯誤對服務的影響</p> <p>第 6 章 天災處理（地震篇）</p> <p>第 7 章 設施規劃不週的惡果與危機處理</p> <p>第 8 章 顧客心理分析</p> <p>第 9 章 顧客抱怨的成因</p> <p>第 10 章 抱怨的處理</p> <p>分組報告 一</p> <p>分組報告 二</p> <p>分組報告 三</p> <p>分組報告 四</p> <p>分組報告 五</p> <p>課程心得分享與改進</p>
	English Outline	<p>Foreword: Introduction to the course</p> <p>Chapter 1 Confusion between improper equipment and operational errors</p> <p>Chapter 2 Employee Errors and Department Heads Dereliction of Duty</p> <p>Chapter 3 Disregards the “just in case” facilities and the crisis management</p> <p>Chapter 4 Improper planning of facilities and dereliction of duties of parents</p> <p>Chapter 5 Impact of Design Errors on Services</p>

	<p>Chapter 6 Natural Disaster Management (Earthquake)</p> <p>Chapter 7 The consequences of poorly planned facilities and crisis management</p> <p>Chapter 8 Customer Psychology Analysis</p> <p>Chapter 9 Causes of Customer Complaints</p> <p>Chapter 10 Dealing with complaints</p> <p>Group report I</p> <p>Group report II</p> <p>Group report III</p> <p>Group report IV</p> <p>Group report V</p> <p>Course sharing and improvement</p>
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	職場倫理與情緒管理	Workplace Ethics and Emotion Management	1	1
教學目標 Objective	中文概述	讓學生瞭解餐旅職場所面臨的情緒與壓力,以及學習情緒管理的技巧。與同學談餐旅職場情緒管理,協助同學分析職場工作時之情緒與壓力,以及學習情緒管理的技巧。		
	English Description	Let students understand the emotions and stresses of the workplace and learn the skills of emotional management. Talk to classmates about workplace emotional management, help students analyze the emotions and stresses of workplace work, and learn emotional management skills.		
課程大綱 Course Outline	中文大綱	<ol style="list-style-type: none"> <li>1 餐旅業情緒管理概述</li> <li>2 面對情緒與體驗情緒</li> <li>3 情緒的功過與困擾</li> <li>4 壓力與調適</li> <li>5 情緒失控的後果與原由</li> <li>6 憂鬱與焦慮</li> <li>7 自我了解與接納</li> <li>8 情緒管理方法</li> <li>9 期中考</li> <li>10 放鬆技巧</li> <li>11 自我情緒管理</li> <li>12 衝突</li> <li>13 批評與批評藝術</li> <li>14 人際關係中的情緒管理</li> <li>15 生理調整的策略</li> <li>16 心理調整的策略</li> <li>17 時間管理的策略/向人求助的策略</li> <li>18 期末考</li> </ol>		
	English Outline	<ol style="list-style-type: none"> <li>1 Overview of Emotion Management in Hospitality Industry</li> <li>2 Face emotions and experience emotions</li> <li>3 emotional merits and problems</li> <li>4 Stress and adjustment</li> <li>5 The consequences and causes of emotional out of control</li> <li>6 depression and anxiety</li> <li>7 Self-understanding and acceptance</li> <li>8 emotional management methods</li> <li>9 exams</li> <li>10 relaxation tips</li> <li>11 Self-emotional management</li> </ol>		

		12 conflicts 13 Criticism and Critical Art 14 Emotional management in interpersonal relationships 15 Physiological adjustment strategies 16 Psychological adjustment strategies 17 Time Management Strategy / Strategy for Helping People 18 final exam
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# 醒吾科技大學

## 課程簡介 / COURSE DISCRIPTION

科目編碼 Course Code	科目名稱 (中文) Course Title (Chinese)	科目名稱 (英文) Course Title (English)	學分數 Credit(s)	上課時數 Hour(s)
	校外實習(一)	Off-Campus Internship I	9	9

教學目標 Objective	中文概述	藉由校外建教合作單位之實務演練，提昇本系同學之本職學能，以增加就業競爭力，從而思考提昇服務業競爭力，塑造餐旅業的專業服務形象。本課程整學期在校外進行，由建教合作單位協助教學，並安排實習部門單位，進行實務演練，希冀藉以提昇本系同學之本職學能，增加就業競爭力。
	English Description	The affiliation by extracurricular constructs teaches to cooperate reality of service the unit to train, the promotion originally is official duty of study the schoolmate energy, increases the employment competitive ability, thus ponder promotion service industry competitive ability, molding meal travel industry professional service image. The whole semester of the course will be carried out outside the school. The teaching and learning cooperation unit will assist the teaching, and the internship department will be arranged to carry out practical exercises. It is hoped that the students can improve their vocational ability and increase their employment competitiveness.

課程大綱 Course Outline	中文大綱	<ol style="list-style-type: none"> <li>1 校外實習單位演練 實習生返校</li> <li>2 校外實習單位演練</li> <li>3 校外實習單位演練</li> <li>4 校外實習單位演練 實習生返校</li> <li>5 校外實習單位演練</li> <li>6 校外實習單位演練</li> <li>7 校外實習單位演練 實習生返校</li> <li>8 校外實習單位演練</li> <li>9 校外實習單位演練</li> <li>10 校外實習單位演練</li> <li>11 校外實習單位演練 實習生返校</li> <li>12 校外實習單位演練</li> <li>13 校外實習單位演練</li> <li>14 校外實習單位演練</li> <li>15 校外實習單位演練</li> <li>16 校外實習單位演練 實習生返校</li> <li>17 校外實習單位演練</li> <li>18 校外實習單位演練</li> </ol>
	English Outline	<ol style="list-style-type: none"> <li>1 Off-campus internship exercise Intern back to school</li> <li>2 Off-campus internship exercise</li> <li>3 Off-campus internship exercises</li> <li>4 Off-campus internship exercises Interns return to school</li> <li>5 Off-campus internship exercises</li> <li>6 Off-campus internship exercises</li> <li>7 Off-campus internship exercise Intern back to school</li> <li>8 Off-campus internship exercises</li> <li>9 Off-campus internship exercise</li> </ol>

		10 Off-campus internship exercise
		11 Off-campus internship exercise Intern back to school
		12 Off-campus internship exercises
		13 Off-campus internship exercise
		14 Off-campus internship exercise
		15 Off-campus internship exercise
		16 Off-campus internship exercise Intern back to school
		17 Off-campus internship exercise
		18 Off-campus internship exercise

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	公關實務訓練	Public Relations Practice Training	4	4
教學目標 Objective	中文概述	一、協助學生瞭解觀光餐旅業以及相關產官學界業者互動關係及公關實務。 二、鼓勵投入觀光旅遊餐飲業，運用國內既有觀光資源，爭取國際友誼及認同。 三、鼓勵投入觀光旅遊業，吸取更多旅遊知識及實務，協助畢業後取得相關專業執照，順利推動餐旅業務		
	English Description	First, to assist students in understanding the interactive travel industry and related industry and industry academic interactions and public relations practices. Second, encourage investment in tourism, tourism and catering industry, use domestic tourism resources, and strive for international friendship and recognition. Third, encourage investment in tourism and tourism, learn more tourism knowledge and practice, assist in obtaining relevant professional licenses after graduation, and smoothly promote the business of travel.		
課程大綱 Course Outline	中文大綱	第一章、 台灣觀光餐旅業與公關實務 第二章、 認識公共關係 第三章、 認識台灣觀光餐旅產業 第四章、 台灣旅館產業 第五章、 認識台灣觀光資源 第六章、 餐旅安全 第七章、 餐旅禮儀實務 第八章、 各國餐旅產業公關實務 第九章、 認識星馬印尼汶萊餐旅業公關實務 第十章、 認識越高寮緬餐旅業公關實務 第十一章、 觀光餐旅業公關實務處理原則 第十二章、 與觀光旅遊業公關實務 第十三章、 與旅館餐飲業公關實務 第十四章、 與政府機關公關實務處理原則 第十五章、 與平面及電子媒體公關實務處理原則 第十六章、 認識餐旅公關實務的特性與實踐 第十七章、 結論 期末考		
	English Outline	Chapter 1, Taiwan Tourism Business and Public Relations Practice Chapter 2, Understanding Public Relations Chapter 3, Understanding Taiwan's Tourism and Travel Industry Chapter 4, Taiwan Hotel Industry Chapter 5, Understanding Taiwan Tourism Resources Chapter 6, Hospitality Safety Chapter 7, Dining and Etiquette Practice Chapter 8I, National Travel Industry PR Practice		

	<p>Chapter 9, Understanding the Customs Practice of Xingma Indonesia Brunei Hospitality</p> <p>Chapter 10, the higher the understanding, the public service practice of Burmese tourism</p> <p>Chapter 11, Principles of Public Relations Practice in Sightseeing and Travel Industry</p> <p>Chapter 12, Public Relations Practice with Tourism Industry</p> <p>Chapter 13, Public Relations Practice with Hotel Catering Industry</p> <p>Chapter 14, Principles of Public Relations Practice with Government Organs</p> <p>Chapter 15 and Principles of Public Relations Practice in Plan and Electronic Media</p> <p>Chapter 16, Understanding the Characteristics and Practice of Business Travel Public Relations Practice</p> <p>Chapter 17, conclusion</p> <p>Final exam</p>
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	客房服務實務	Housekeeping Service Practice	4	4

教學目標 Objective	中文概述	<p>本課程提供客務、房務管理基礎概念，客務、房務各單位的標準作業程序、工作規範及操作技巧。 1. 旅館類型與客房配備、客房部組織與職責 2.客務專業術語、訂房作業 3.旅客 C/I 與 C/O 作業、櫃台接待作業 4.行李服務中心作業、房務專業術語、客房前置準備作業 5.客房整理作業與實務、客房檢查作業 6.客房保養與維護、認識布巾品管理與庫存作業 7.客房部門與其他部門的關係、旅館安全與應變處理。</p>
	English Description	<p>This course provides basic concepts of customer service, housekeeping management, standard operating procedures, work practices and operational skills for each unit of customer service and housekeeping. 1. Hotel type and room equipment, room department organization and responsibilities 2. Passenger terminology, reservation work 3. Passenger C/I and C/O operations, counter reception work 4. Baggage service center operation, housekeeping terminology, guest room Front-end preparation work 5. Room finishing work and practice, room inspection work 6. Room maintenance and maintenance, understanding cloth towel management and inventory operations 7. Relationship between room department and other departments, hotel security and response processing.</p>

課程大綱 Course Outline	中文大綱	<p>第 01 週：教材與課程內容的介紹                      第 02 週：住宿業/房務部在旅館經營中的角色                      第 03 週：房務部的工作計畫與組織                      第 04 週：庫存品管理                      第 05 週：洗衣部門的管理                      第 06 週：客房清潔作業                      第 07 週：公共區域 天花板、牆面、傢俱與固定設備                      第 08 週：床布巾用品與制服/地毯和地板                      第 09 週：期中報告                      第 10 週：旅館的組織                      第 11 週：客務部的營運與會計                      第 12 週：客房部訂房、入宿登記、費用控制/結帳退房                      第 13 週：客務部的職責                      第 14 週：安全與住宿業                      第 15 週：客務部稽核/計畫和評估工作/營收管理                      第 16 週：客房部的人力資源                      第 17 週：期末分享                      第 18 週：期末分享</p>
	English Outline	<p>Week 01: Introduction to textbooks and course content                      Week 02: The role of the accommodation/housekeeping department in hotel operations                      Week 03: Work Planning and Organization of the Department of Housing                      Week 04: Inventory Management                      Week 05: Management of the laundry department</p>

	<p>Week 06: Room cleaning</p> <p>Week 07: Public areas Ceilings, walls, furniture and fixtures</p> <p>Week 08: Bed linen supplies and uniforms / carpets and floors</p> <p>Week 09: Interim Report</p> <p>Week 10: Organization of the hotel</p> <p>Week 11: Operations and Accounting of the Customer Service Department</p> <p>Week 12: Room reservation, accommodation registration, fee control / checkout check out</p> <p>Week 13: Duties of the Customer Service Department</p> <p>Week 14: Safety and Accommodation</p> <p>Week 15: Customer Affairs Audit/Planning and Evaluation/Revenue Management</p> <p>Week 16: Human Resources in the Room Department</p> <p>Week 17: End of the year sharing</p> <p>Week 18: End of the year sharing</p>
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	台灣歷史與文化風俗	Taiwan History & Culture	2	2
教學目標 Objective	中文概述	<p>臺灣由於地理位置特殊，自古以來歷史的發展便兼具海洋性與國際性的雙重性格。在明鄭與清朝是漢人移民的新天地，並經過荷、西與日本的殖民，政權更動頻仍，文化發展多元。本課程試由臺灣的歷史發展歷程中環境與人群的互動來探究台灣文化的各個面向，增進學生對於臺灣的認識。</p> <p>本課程主要以探討臺灣歷史各時期的演進發展及其特徵為主，重點在使學生瞭解臺灣的歷史文化，增進其自我認同，並培養人文思考能力。</p>		
	English Description	<p>The content of the course includes the flow of the Taiwan's history, the change in its culture, ethnic relations, folk religion and settlement patterns socials integration. From the course, students will gain a deeper cognizance of Taiwan.</p> <p>Basic introduction of Taiwanese history and culture.</p>		
課程大綱 Course Outline	中文大綱	<p>第一章 台灣的歷史:史前時代、大航海時代 第二章 台灣的歷史: 滿清時期、日本時期 第三章 台灣的歷史: 戰後台灣 第四章 台灣的族群: 原住民、閩南人 第五章 台灣的族群: 客家人、外省人 第六章 台灣的地名: 「台灣」的舊稱 第七章 台灣的地名: 台灣的地名－自然環境類 第八章 台灣地名的發展與演變 第九章 台灣的教育 第十章 台灣的民間信仰 第十一章 廟宇與廟事 第十二章 台灣的節慶與祭典 第十三章 傳統節慶 第十四章 地方新節慶 第十五章 台灣的歌謠 第十六章 台灣民俗文化 第十七章 結論</p>		
	English Outline	<p>Chapter 1 History of Taiwan: Prehistoric Age, Great Navigation Age Chapter 2 History of Taiwan: Manchu Period, Japan Period Chapter 3 History of Taiwan: Taiwan after the War Chapter 4 Ethnic Groups in Taiwan: Indigenous People, Minnanese Chapter 5 Ethnic Groups in Taiwan: Hakkas and Others Chapter 6 Taiwan's Place Name: The Old Name of "Taiwan" Chapter 7 Taiwan's Place Names: Taiwan's Place Names - Natural Environment Chapter 8 The Development and Evolution of Taiwan's Geographical Names Chapter 9 Education in Taiwan</p>		

	Chapter 10 Taiwan's Folk Beliefs
	Chapter 11 Temples and Temples
	Chapter 12 Taiwan's Festivals and Festivals
	Chapter 13 Traditional Festivals
	Chapter 14 Local New Festival
	Chapter 15 The Songs of Taiwan
	Chapter 16 Taiwan Folk Culture
	Chapter 17 Conclusion

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	餐旅業經營管理	Management of Hospitality Industry	4	4

教學目標 Objective	中文概述	<p>在每一個已開發國家，不論其政治取向為何，服務業都在帶動國內經濟成長與就業機會的過程中扮演重要角色，2008 年數據顯示，台灣就業人口中有 60% 以上是從事服務業。台灣已進入了「服務經濟」(Service Economy) 時代。因此，瞭解服務的內涵，以及如何將無形的服務有形化的管理，越來越受到經理人的重視。本課程(餐旅服務業管理)重點包括(1)瞭解餐旅服務消費(2) 擬定服務的行銷組合 (3) 顧客關係管理 (4)內部作業管理等。本課程透過系統設計，使餐旅服務業生產力與績效得到發展，並以達成企業組織目標為目的。</p>
	English Description	<p>In every developed country, regardless of its political orientation, the service industry plays an important role in driving domestic economic growth and employment opportunities. According to 2008 data, more than 60% of the employed population in Taiwan is engaged in the service industry. Taiwan has entered the era of "Service Economy". Therefore, understanding the connotation of services and how to tangible management of intangible services is increasingly valued by managers. The focus of this course (service management) is to (1) understand the consumption of food and beverage services (2) the marketing mix of the proposed services (3) customer relationship management (4) internal operation management. Through the system design, this course develops the productivity and performance of the hospitality service industry and aims to achieve the corporate organization goals.</p>

課程大綱 Course Outline	中文大綱	<ol style="list-style-type: none"> <li>1 餐旅業基本概念、餐旅業的發展過程與影響(一)。</li> <li>2 餐旅業基本概念、餐旅業的發展過程與影響(二)。</li> <li>3 機場、機場組織結構、航站大廈、機場管理範圍。</li> <li>4 旅遊經驗、旅客機場報到、海關與外匯、旅遊代號、航空術語。</li> <li>5 陸路旅遊、美國鐵路、各國高鐵、磁浮列車、汽車旅遊。</li> <li>6 旅行業一：旅行業定義與功能、旅行業類別與組織。</li> <li>7 餐飲業一：餐飲業定義與特性、餐飲業類別與組織。</li> <li>8 旅館業一：旅館業定義與特性、旅館業類別與組織。</li> <li>9 期中考</li> <li>10 餐飲業二：餐飲業經營實務分析</li> <li>11 旅館業二：旅館業經營實務分析。</li> <li>12 旅行業二:旅行社經營實務分析。</li> <li>13 休閒娛樂業一：休閒渡假村。</li> <li>14 休閒娛樂業二：博奕娛樂業。</li> <li>15 兩岸餐旅業發展趨勢。</li> <li>16 餐旅業服務品質管理概念。</li> <li>17 餐旅行銷、餐旅從業人員的職業道德、餐旅從業人員的條件、餐旅業未來發展與職業前程規劃。</li> <li>18 期末考</li> </ol>
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	English Outline	<p>1 The basic concept of the hospitality industry, the development process and influence of the hospitality industry (1).</p> <p>2 The basic concept of the hospitality industry, the development process and influence of the hospitality industry (2).</p> <p>3 Airport, airport organization structure, terminal building, airport management scope.</p> <p>4 Travel experience, passenger airport registration, customs and foreign exchange, travel code, aviation terminology.</p> <p>5 Land travel, American railways, high-speed rail, maglev trains, and car tours.</p> <p>6 Travel Industry 1: Definition and function of the travel industry, category and organization of the travel industry.</p> <p>7 Catering industry 1: definition and characteristics of the catering industry, categories and organizations of the catering industry.</p> <p>8 Hotel industry one: hotel industry definition and characteristics, hotel industry category and organization.</p> <p>9 exams</p> <p>10 Catering industry 2: analysis of the business practice of the catering industry</p> <p>11 Hotel Industry 2: Analysis of the practice of hotel industry.</p> <p>12 Travel Industry 2: Travel agency business practice analysis.</p> <p>13 Leisure and entertainment industry: leisure resort.</p> <p>14 Leisure and Entertainment Industry 2: Boao Entertainment.</p> <p>15 Development trend of cross-strait food and tourism industry.</p> <p>16 food service quality management concept.</p> <p>17 Meal travel sales, professional ethics of hospitality practitioners, conditions of food and beverage practitioners, future development of the hospitality industry and occupation Planning for the future.</p> <p>18 final exam</p>
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